

**THE IMPORTANCE OF DEVELOPING MOTIVATION FOR READING BY PRIMARY
SCHOOL STUDENTS WITH THE HELP OF GAMIFICATION**

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ANNOTATION : The article discusses the main features of the game, such as game mechanics, feedback, competitive elements and emotional participation, which help to develop interest in learning. Particular attention is paid to the practical aspects of the use of gamification in elementary grades: how Game technologies help students more easily master the material, develop independence and form a positive attitude towards reading.

Keywords: student, gamification, education, innovation, primary education, technology, activity

Introduction In today's world, where interactive forms of technology and interaction are becoming an integral part of children's lives, traditional teaching methods are facing more and more problems. This is especially true for primary classes, where children are mainly engaged in play activities, and it can be said that a stable motivation for learning in students is the period when just beginning to form[1,2]. In such conditions, the use of game elements in an out - of-Game context-becomes a powerful tool to increase the educational and cognitive motivation of students.

MAIN PART Feedback in gamification is an immediate reaction to the actions of the shooters, helping him understand how successfully he is performing tasks. For example, after answering a question, the reader will immediately see if it is right or wrong, and will also receive visual or audio signals that enhance emotional involvement[3].

It can be an animation that shows success or a sound signal that indicates an error. In addition, lines of success or lines of completing a task give readers a visual idea of how far they have gone and how far they have to go to achieve their goals[4]. Such quick feedback not only helps to correct actions, but also maintains motivation, as students feel that their actions are producing immediate results[5]. Clear goals and visible progress - this makes the game very effective. Students always know what they need to do to advance to the next level or receive a reward[6, 7]. For example, they can see how many tasks are left before the subject ends, or how many points they need to score to receive a new badge. Conspicuous progress, filling a bar or opening new levels, gives students a sense of progress and Success[89].

This helps them to be motivated because they see that their efforts are giving real results and that the goals can be achieved and seem understandable[10]. What makes the game lively and fun is interactivity. Students do not simply absorb passive information, but actively interact with the content: they can solve puzzles, complete Quests, play mini-games, or create something of their own[11]. For example, on the Scratch platform, children can program their games, while in Minecraft Education Edition, they can build virtual worlds in the process of studying mathematics, history or science. Interactivity also includes quick feedback to help students see the results of their actions immediately, and flexibility in which tasks are tailored to each student's level of knowledge[12, 13]. This will make learning not only more interesting, but also more personal.

Conclusion Theoretical work by scholars such as Lev Vygotsky, Jerome Bruner, Edward Desi, Richard Ryan, James Paul Gee, and others affirms that hosting the game not only increases motivation, but also promotes the development of basic skills such as critical thinking.

collaboration, and creativity. These ideas are reflected in the practical application of gamification, in which teachers use game techniques to create a more interesting and effective educational process. Hence, gamification is not just something modern, but a scientifically proven approach that helps to make learning more meaningful, interesting and effective. This opens up new opportunities for the development of motivation and cognitive activity in elementary students, which makes it a valuable tool in modern education.

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